

healthy ptions®  
Q3 2024 ROLLOUT



- **This will serve as the first part of the rollout for Q3.**
- This guide will show you what visuals are new and which ones are to be retained.
- For ENDCAPS, there are only 2 changes:
  - Farm - Coco Crisps to be changed to Mom's Haus of Mushroom Chips
  - Plant Protein GWP – to be changed to BK Mug GWP
- For HIGHLIGHTS, there are only 3 changes:
  - Grocery Cereals – HO Muesli and Pacific Foods milk to be changed to HO Granola and Plenish milk
  - PCare Sunscreens – talkers, visuals, and background to be changed
  - PCare Hair: Herbatint to be changed to Tints of Nature



- Delivery of visuals for Metro Manila have already started.
- HOCK, HOPP, HONU to receive visuals by next week through HOD.
- VISMIN stores to receive visuals by next week through LBC.
- Send execution photos via Viber 😊
  - Deadline for Metro Manila stores: July 12
  - Deadline for HOCK, HOPP, HONU, VISMIN: July 15



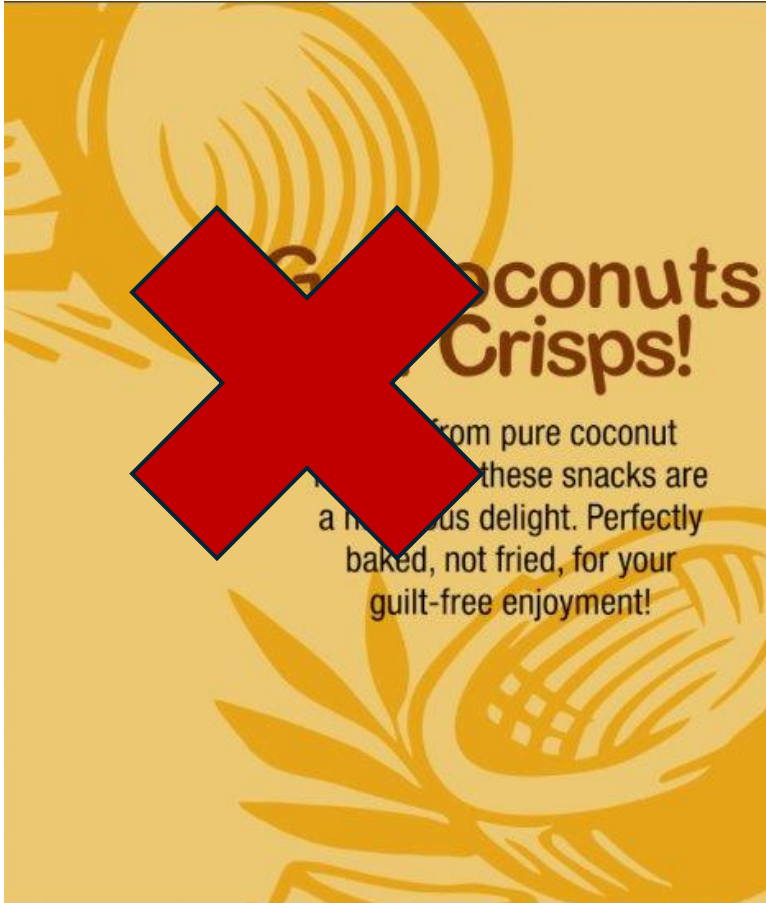
# ENDCAP

## FARM



# WHAT TO DO

- 1 Remove Coconut Crisps talker and SKUs



- 2 Replace with NEW Mushroom Chips talker and add Mom's Haus of Mushroom SKUs



NEW TALKER

- 3 Retain Cocondiments talker and SKUs



NEW TALKER



HERO PRODUCTS

| UPC           | DESCRIPTION                                |
|---------------|--|
| 4809015398654 | MUSHROOM CHIPS PILIPINO ADOBO GARLIC 50G   |
| 4809015398708 | MUSHROOM CHIPS SINGAPOREAN SALTED EGG 50G  |
| 4809015398692 | MUSHROOM CHIPS THAI SRIRACHA WITH LIME 50G |



# ENDCAP

# GWP BK MUG

**SEE GUIDELINES HERE**

## Discover a delightful, all-natural brew



BK GWP MUG

## WHAT TO DO

- 1 Remove GWP Plant Protein display

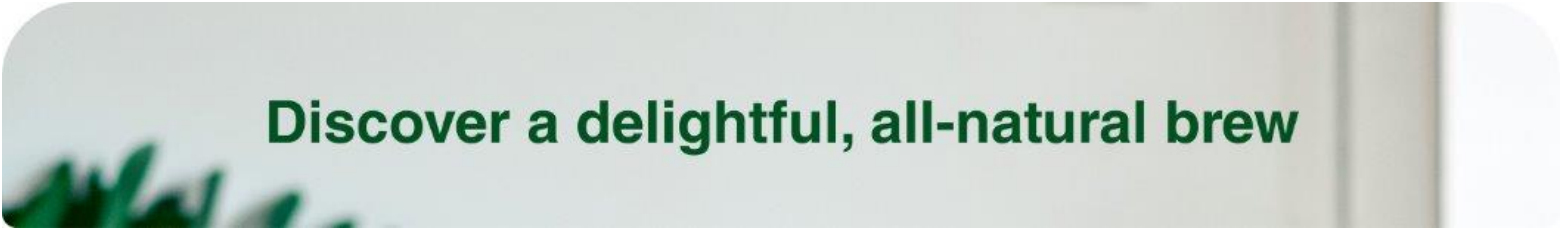


WHAT TO DO

- 2 Replace with GWP BK Mug display



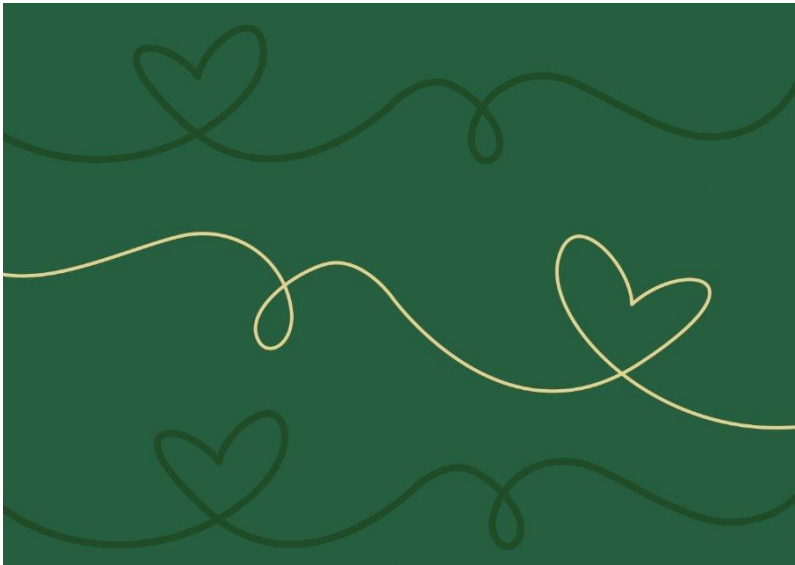
BK GWP MUG



ENDCAP HEADER



STRIP LABEL



BACKGROUND



**Get a *FREE***  
healthy **Options**<sup>®</sup>  
**Be Kind Mug**

with a single-receipt net  
purchase worth P5,000 inclusive of  
at least one **The Republic of Tea**  
or **Teeccino** product.



DOH-FDA CFFR Permit No. 0254 s. 2024

**Made with  
nature's superfoods!**



**ginger**  
aids digestion

**marshmallow root**  
soothes sore throat

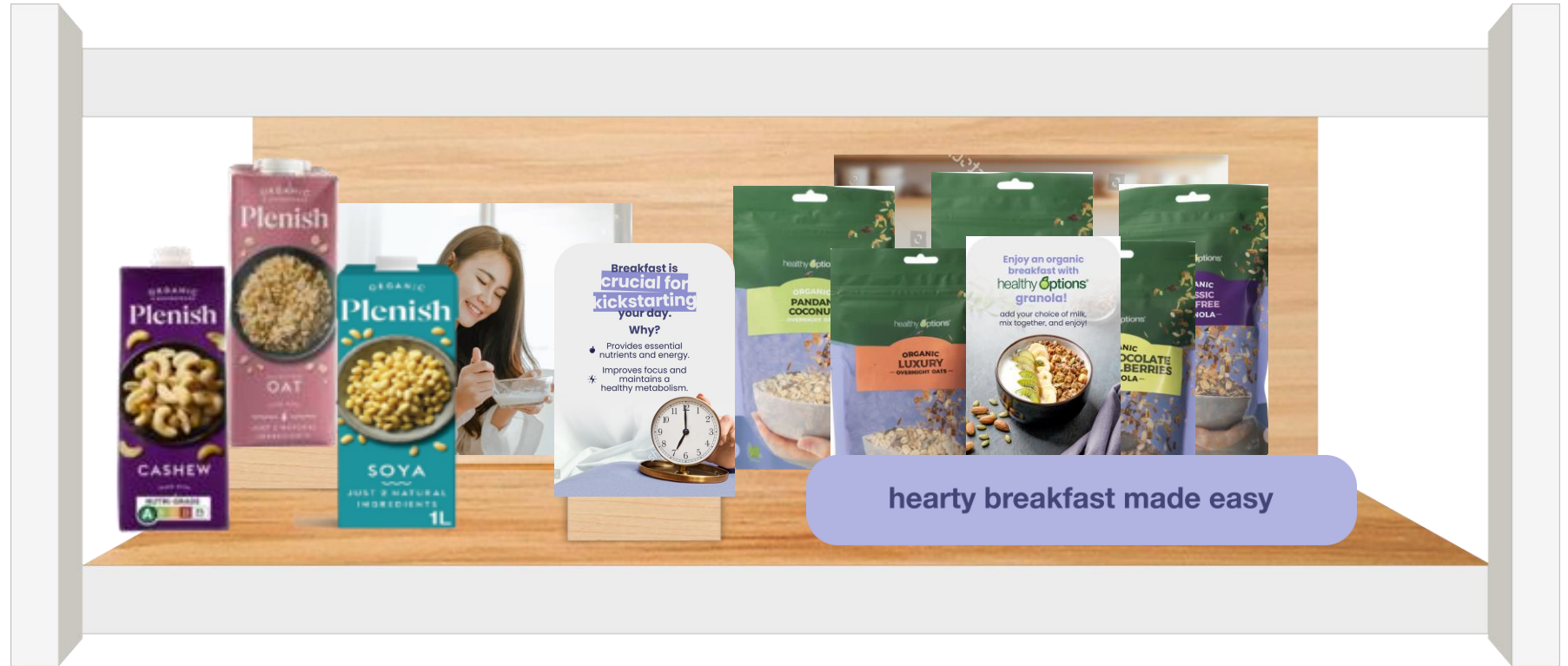
**reishi**  
boosts energy levels

**cinnamon**  
loaded with antioxidants



# GROCERY HIGHLIGHT

## CEREALS



## WHAT TO DO

- 1 Retain background, key visual & strip label



hearty breakfast made easy



WHAT TO DO

- 2 Remove recipe talker  
Remove HO Mueslis SKUs  
Remove Pacific Plant-Based milk SKUs

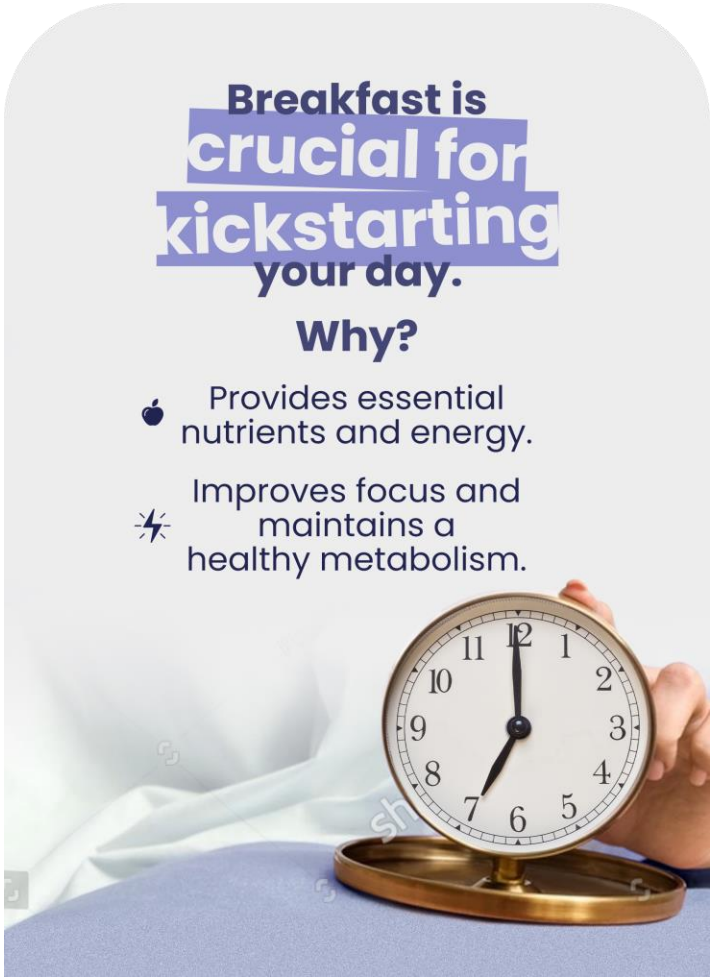


- 3 Replace with NEW HO Granola talker and hero SKUs



NEW TALKER

- 4 Retain breakfast talker



# CEREALS

## NEW TALKER

Enjoy an organic  
breakfast with  
healthy **Options**<sup>®</sup>  
granola!

add your choice of milk,  
mix together, and enjoy!



Breakfast is  
**crucial for**  
**kickstarting**  
your day.

### Why?

- 🍏 Provides essential nutrients and energy.
- ⚡ Improves focus and maintains a healthy metabolism.



hearty breakfast made easy



# CEREALS

## NEW TALKER



## HERO PRODUCTS

| UPC           | DESCRIPTION                              |
|---------------|--|
| 4806036301298 | HO GRANOLA CLASSIC NUT-FREE(O) 14 OZ     |
| 4806036301045 | HO GRANOLA DARK CHOC MULBERRIES(O) 14 OZ |
| 4806036301038 | HO GRANOLA DARK CHOC HAZELNUT(O) 14 OZ   |
| 4806036301304 | HO GRANOLA ALMOND N BERRIES(O) 14 OZ     |
| 5060362071600 | PLENISH CASHEW MILK UNSWTND(O) 1L NP     |
| 5060362071709 | PLENISH OAT MILK UNSWTND(O) 1L NP        |
| 5060362071242 | PLENISH SOYA MILK UNSWTND(O) 1L          |



# CEREALS

## NEW TALKER

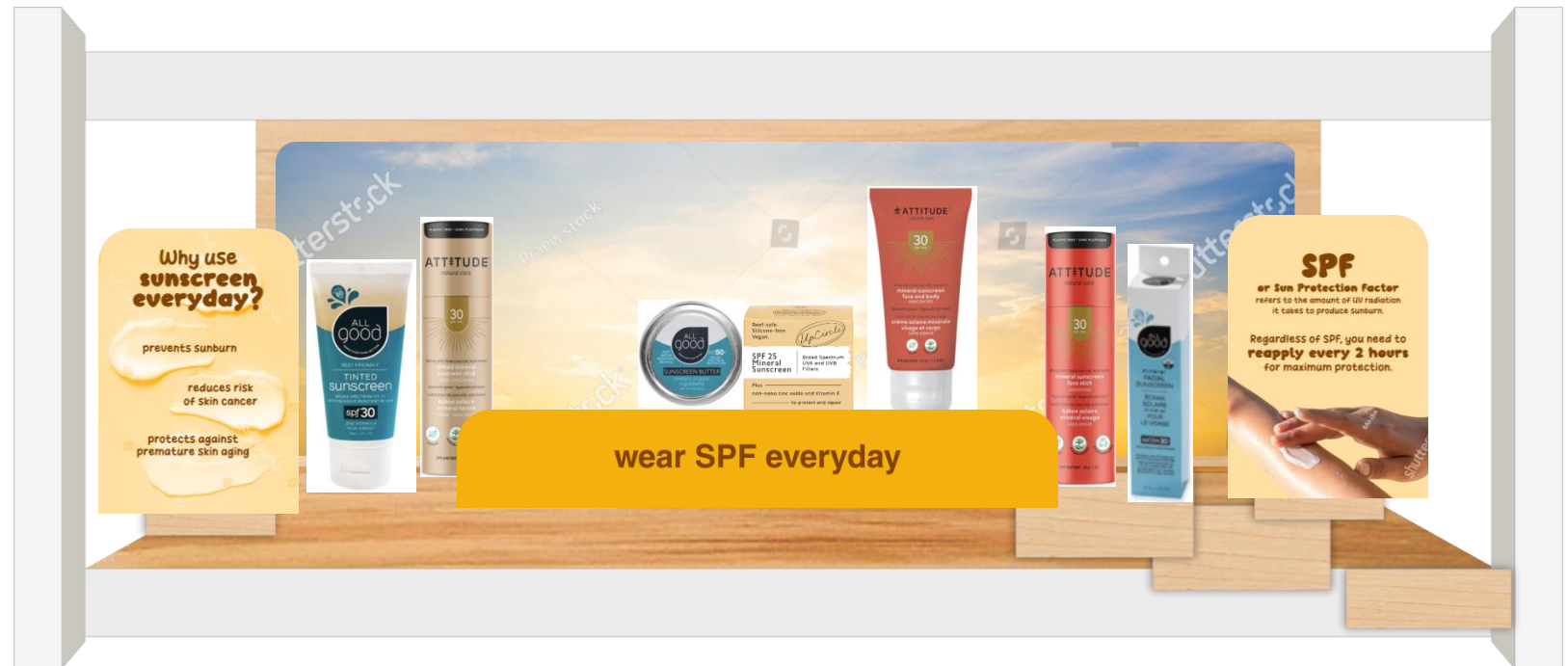


## HERO PRODUCTS

| UPC           | DESCRIPTION                              |
|---------------|--|
| 4806036301298 | HO GRANOLA CLASSIC NUT-FREE(O) 14 OZ     |
| 4806036301045 | HO GRANOLA DARK CHOC MULBERRIES(O) 14 OZ |
| 4806036301038 | HO GRANOLA DARK CHOC HAZELNUT(O) 14 OZ   |
| 4806036301304 | HO GRANOLA ALMOND N BERRIES(O) 14 OZ     |
| 5060362071600 | PLENISH CASHEW MILK UNSWTND(O) 1L NP     |
| 5060362071709 | PLENISH OAT MILK UNSWTND(O) 1L NP        |
| 5060362071242 | PLENISH SOYA MILK UNSWTND(O) 1L          |



# PCARE HIGHLIGHT SUNSCREENS



# SUNSCREENS

## WHAT TO DO

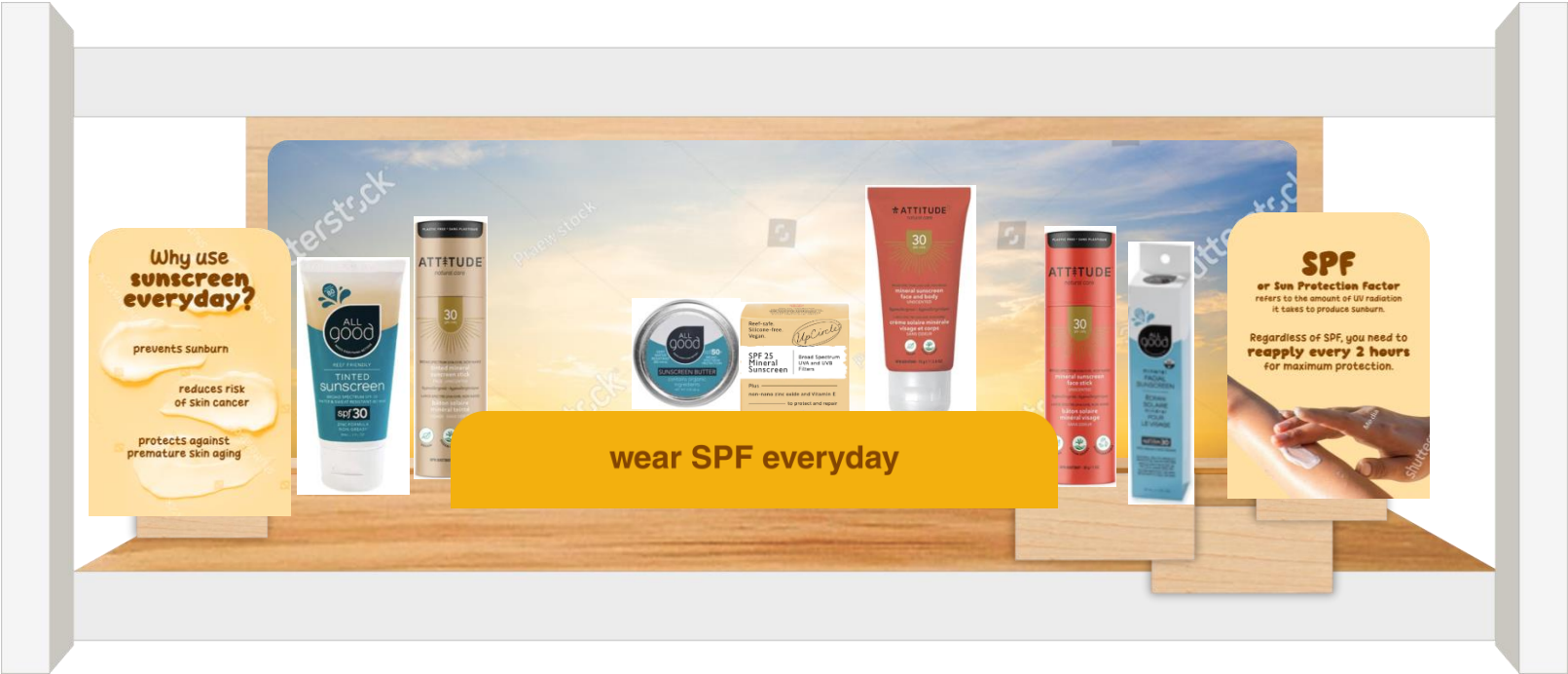
### 1 Remove Q1 sunscreens display



# SUNSCREENS

## WHAT TO DO

2 Replace with NEW sunscreens display



WALL HIGHLIGHT



# SUNSCREENS

## WHAT TO DO

2 Replace with NEW sunscreens display



PCARE GLORIFIER



# SUNSCREENS



BACKGROUND

Wear SPF everyday

STRIP LABEL



### SPF

#### or Sun Protection Factor

refers to the amount of UV radiation it takes to produce sunburn.

Regardless of SPF, you need to **reapply every 2 hours** for maximum protection.



### Why use sunscreen everyday?

Prevents sunburn

Reduces risk  
of skin cancer

Protects against  
premature skin aging



# SUNSCREENS

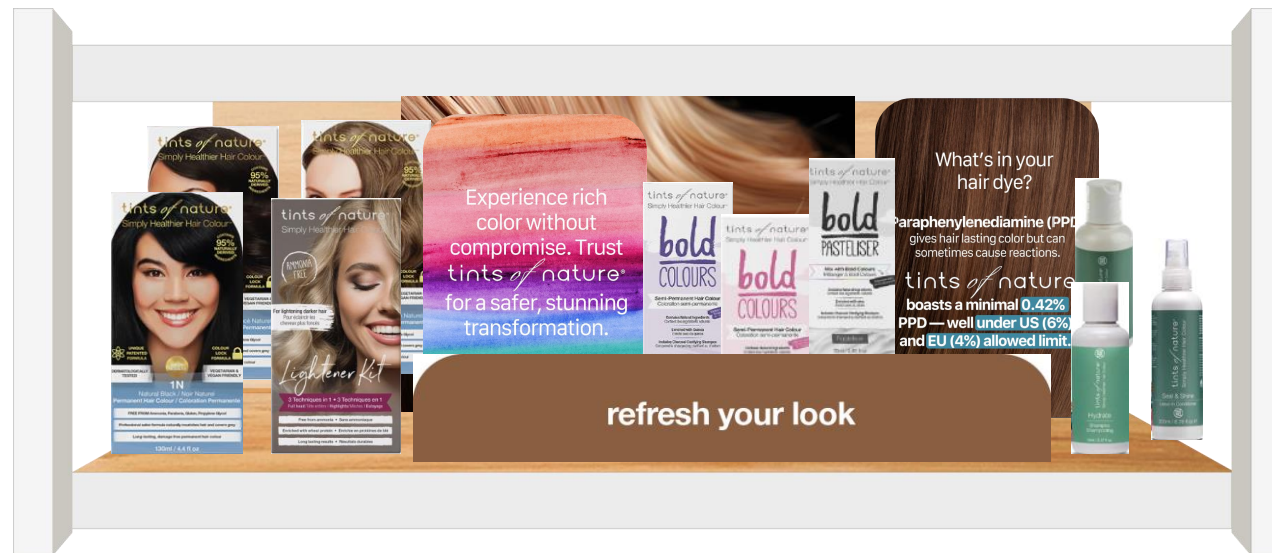
## HERO PRODUCTS

| UPC           | DESCRIPTION                                      |
|---------------|--|
| 852570006797  | ALL GOOD SPF 30 FACIAL SUNSCREEN 1.7 OZ          |
| 852570006810  | ALL GOOD SPF 30 TINTED SUNSCREEN 3OZ             |
| 852570006360  | ALL GOOD SUN BUTTER SPF 50 1 OZ                  |
| 626232160239  | ATTITUDE SUNSCREEN FACE N BODY SPF 30 2.6 OZ     |
| 626232160406  | ATTITUDE SUNSCREEN FACE STICK SPF 30 1 OZ        |
| 626232160413  | ATTITUDE TINTED SUNSCREEN FACE STICK SPF 30 1 OZ |
| 5060571721174 | UPCIRCLE SUNSCREEN MNRL SPF 25 2 OZ              |



# PCARE HIGHLIGHT

# HAIR



# HAIR

## WHAT TO DO

- 1 Retain background & strip label



refresh your look

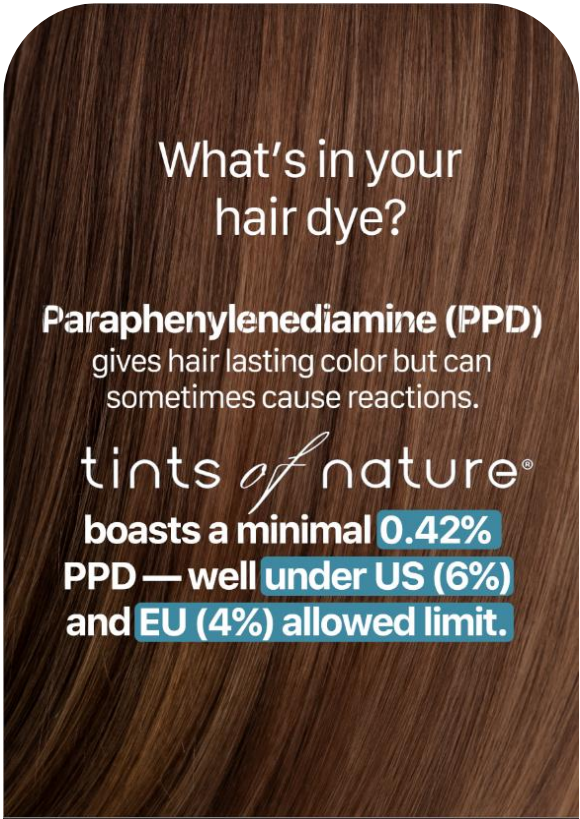


WHAT TO DO

2 Remove Q1 talkers  
Remove Herbatint SKUs



3 Replace with NEW Tints  
of Nature talkers and SKUs



NEW TALKERS



# HAIR

## NEW TALKERS



Experience rich color without compromise. Trust *tints of nature*® for a safer, stunning transformation.



What's in your hair dye?

**Paraphenylenediamine (PPD)**  
gives hair lasting color but can sometimes cause reactions.

*tints of nature*®  
boasts a minimal **0.42%**  
PPD — well **under US (6%)**  
and **EU (4%)** allowed limit.



refresh your look



HERO PRODUCTS

| UPC          | DESCRIPTION               |
|--------------|---------------------------|
| 704326100306 | TN 3N NAT DARK BRWN 4.2OZ |
| 704326100603 | TN 6N NAT DK BLONDE 4.2OZ |
| 704326100108 | TN 1N NAT BLACK 4.2OZ     |
| 704326102157 | TN LIGHTENING KIT         |
| 704326426710 | TN BOLD PURPLE 2.46OZ     |

| UPC          | DESCRIPTION                        |
|--------------|------------------------------------|
| 704326426611 | TN BOLD PINK 2.46OZ                |
| 704326427113 | TN BOLD PASTELISER 2.46OZ          |
| 704326200303 | TN SHAMPOO HYDRATE 2.37OZ          |
| 704326200402 | TN CONDITIONER HYDRATE 2.37OZ      |
| 704326000262 | TN CONDITIONER SEAL & SHINE 200 ML |



healthy ptions®  
Q3 2024 ROLLOUT

